CLAIMS

1.   A content playback method comprising the steps of:

storing history information for content search;

extracting, from the history information, search information in accordance with search characteristics of a user;

preferentially selecting new content corresponding to the search information; and

playing back the new content.

2.   The content playback method according to claim 1, wherein:

the history information includes purchase history information for products the user has purchased;

the search information includes information for a product of a maximum number of purchases extracted from the purchase history information; and

the step of preferentially selecting the new content comprises a step of preferentially selecting new content including the information for the product having a maximum number of purchases.

3.   The content playback method according to claim 1, wherein:

the history information includes the purchase history information for products the user has purchased;

the search information includes information for a product purchased last, the information being further extracted from the purchase history information based on purchase time information for the product purchased

5   last; and

the step of preferentially selecting the new content comprises a step of preferentially selecting new content including the information for the product purchased last.

10   4.   A content playback terminal comprising:

a communication section that receives content;

a storage section that stores history information for content search;

a search information extracting section that

15   extracts search information in accordance with search characteristics of a user;

a content selection section that preferentially selects new content corresponding to the search information; and

20   a playback section that plays back the new content.

5.   A content providing system comprising:

a data transmission server that transmits data including content, content playback information for

25   performing playback control for the content, and control rule information for performing control of extracting search   information   in   accordance   with   search

characteristics of a user; and

a content playback terminal,

wherein the content playback terminal comprises:

a communication section that receives the
5   data;

a storage section that stores the history information for content search;

a search information extracting section that extracts, from the history information, the search
10   information in accordance with the search characteristics of the user;

a content selection section that preferentially selects new content corresponding to the search information; and

15   a playback section that plays back the new content based on the content playback information.